

HOLIDAY HOSPITALITY GIFTS FOR THE HOSTESS

WONDERFUL GIFT SUGGESTIONS ARE READY IN TORRANCE STORES; ALL ARE PRACTICAL



Every Woman Wants Jewelry

To please her most, give her a glamorous piece from this wide selection. Top and bottom gold bracelets, Thief of Baghdad pins, Rhinestone and pearl gold necklace, bracelet and pin, Modern tailored metal jewelry, Hand carved Chinese pins and necklace.



Glamorous Gift Sets

Dusting powder and cologne, ribbons, stars and bows in a pastel bath set, and a Christmas tree set of four popular fragrances.

SANTA DUE IN TORRANCE FRIDAY NITE

Don't forget! Santa Claus, in person, is due to arrive in Torrance tomorrow (Friday) night at 7:30 o'clock!

He will be escorted into the city and paraded on the biggest Torrance fire truck. At 7:30 o'clock he is expected to stop in front of the triangular park at Marcelina and Sartori avenues where he will greet his friends, young and old, and collect his mail. Everyone is invited to be there at that time to see Santa. As he rides down Sartori avenue from Torrance boulevard the street Yuletide lights will be turned on for the first time.

The Torrance Municipal band will parade Santa Claus into the Torrance business district.

—And there will be lots of balloons for boys and girls!

Make this shopping season easy on your feet—shop in Torrance!

Even Aunt Minnie will be delighted with a gift purchased in Torrance!



Warm, Pretty Gift

These "Fluffs" were designed by Julius Kayser. Of fine brushed rayon, these double-breasted pajamas feature a smart, free-hanging jacket neatly piped in white. Wonderful in aviation red, clipper blue.

SWEATERS ARE WELCOMED AS GIFTS BY MOST MEN

The other Saturday afternoon, your reporter was out with his small daughters for a walk across the hills. The sky was clear and out of it, one miss

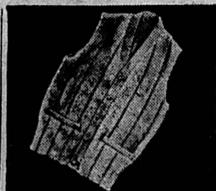


said: "Gee, Dad, you could use a new sweater." And upon close inspection, I certainly agreed with her. Your reporter is like most men about such things as sweaters. He buys one or two and expects them to last for ten years. And they will unless someone does something about it.

Why not do something about



it this Christmas and get Dad one of the many smart new sweaters for an afternoon with the children, golfing, driving and for all outdoor wear. Particularly recommended are the brushed wool sweaters in sleeveless slip-over, sleeveless button-up styles and long-sleeved slip-over models. They range in colors from soft pastels up thru the more practical darker tones. Then there are many good looking heavier sweaters on display in local stores styled par-



ticularly for skiing, skating and more active Winter sports.

Most of the new sweaters are pre-tested for washability, colorfastness and shrinkage, and many novelty weaves enhance their eye appeal. Make it a sweater-Christmas not only for Dad, but for every man on your list, and you'll go a long way toward providing "your favorite" with a gift strictly utilitarian but with an eye toward his comfort and handsome appearance.

Local Stores Well Stocked

For the gadabouts on your lists—the college and busy career girls, we suggest luggage. Your local stores have such a wide collection of leathers, fabrics and simulated leathers in so many styles and sizes, that we're sure you'll find the exact luggage gifts you want. Put the personal touch to your luggage gift—have it monogrammed! Many of the local stores do monogramming free. However, if there is a charge, it is generally very small and well worthwhile. Priced to fit every purse, all are gaily gift-wrapped, ready to say "Merry Christmas" for you and you—and you!

There's no traffic to fight in Torrance when you shop for Christmas here!

Come the holidays and All America turns to more home entertaining, to planned impromptu parties, to festive big dinners and such. What then could be more appropriate and incidentally more practical, than hospitality gifts for your own home or for your favorite hostess? We've just seen some sparkling gift ideas and we'd like to tell you about them.

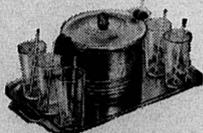
All are smart, good-looking, practical... all are designed to be time-saving, efficient... to make entertaining more fun. (With "Open House" the rule around holiday time, consider them for your own home as well as for gifts!) Electrified gifts



include chrome-plated waffle iron with easy-to-read heat indicator that tells you exactly when the iron is ready for use; the two-slice, flip-door toaster... all chrome plated with wood handles and feet; the chrome-plated electric broiler that broils steaks, fish or fowl; the 6-cup electric percolator which makes delicious coffee right at the table; or why not a silex coffee maker, preferred by America's smartest hostesses? Made of heat-resistant glass, it's a sure-to-



please gift! All of these electrical gifts come complete with cord. For your entertaining friends, we suggest a cocktail set—an ice bucket and tongs—a syphon bottle that makes sparkling soda water in a jiffy... in fact use it for all carbonated drinks! Does she have lots of luncheons, buffet suppers? Then toast your hostess with a set



of attractive gift dishes—or a sizzling steak platter—or dress up her dinner table with sparkling glassware. Open stock is generally the rule for glassware and you can choose water glasses, stemmed goblets, cocktail glasses, sherbets, champagnes. Very Christmas-like and gay is the colored glassware in jewel tones such as ruby red, emerald green, violet, golden yellow, turquoise blue, crystal-clear white. These, too, are seen in tumblers, water glasses and cocktail glasses. Why not consider gift linens? Say for instance a filet lace cloth, a gay luncheon set complete with napkins, a lustrous damask dinner cloth with napkins to match?

